International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Hue Do You Trust? the Impact of Colour Psychology on Emotional Associations, Brand Recall and Consumer Behaviour Among Young Indian Consumers

Dr. Nithya K[1], Ms. Sharon James A[2]

[1]Assistant Professor, Department of Commerce – Shift II, Stella Maris College
[2]Postgraduate Student, Department of Commerce – Shift II, Stella Maris College

Abstract

The study explores the role of colour psychology in brand recognition, emotional associations, and consumer purchase intentions among Indian consumers aged 18-35. The research analyses colour-emotion associations, cultural moderation effects, and colour-based brand recall performance through a cross-sectional survey design. Results show emotion-colour pairs: red with passion and danger, blue with calmness and trust, green overwhelmingly with nature, and yellow with happiness. Brand recall by colour cue alone had exceptional success rates (81.9-95.3%) confirming that colour is the standalone memory cue of choice, confirming its effectiveness as a brand recall trigger. Purchase intention was statistically significantly associated with colour awareness, and regression analyses indicated that colour awareness is the main predictor, accounting for a large amount of variance. There were no significant confounding factors for prosperity colour associations, suggesting that prosperity colours are more consistent along pan-Indian lines — in a cultural context in yellow/gold. Yet the relationship between colour appropriateness and purchase intention among Modern Urban Indian consumers appeared to be significantly stronger than among Traditional or Mixed segment. Interestingly, self-reported colour memory capacity did not correlate with actual recall performance, suggesting a metacognitive gap. This demonstrates colour as one of the key strategic components of brand identity in consumer markets, which might also hold important implications in terms of colour-concerned, aesthetic-driven buyers in the target consumer markets. The study also provides data on colour psychology in the Indian context, however it draws more attention to subtle cultural nuances in colour-brand relations.

Keywords: colour psychology, brand recognition, consumer behaviour, emotional associations

1. INTRODUCTION

In such competitive information overloaded markets, brands must have certain attributes to grab a user's attention and cause it to buy their products. Of the four components of brand identity — name, logo, typography, and imagery—colour is especially powerful and resides at the intersection of perception, emotion, and cognition (Elliot, 2015). Colour is a major component of consumers behaviours — often prior to conscious processing — and an all-important factor in brand strategy across touch points, from logos to packaging to the retailer experience. Research shows colours bear distinct psychological

associations that strongly determine how consumers perceive the same product (Labrecque & Milne, 2010): red represents excitement and urgency, blue represents trust and professionalism, green represents nature and sustainability, yellow reflects optimism. These linked values increase brand awareness by up to 80% (Kumar, 2017), influence quality perceptions (Gupta & Dingliwal, 2023) and affect purchase intentions (Shagyrov & Shamoi, 2024). In minimalist design scenarios, colour is frequently the main unique brand characteristic (Kakembo, 2025). Existing research of colour psychology, however, has focused mainly on Western samples and has generally been conducted with Western samples, while the Indian consumer market is relatively understudied— India as a consumer market, one of the largest in the globe. India has unique set of ambiguities: rich traditional colour symbolism (red means auspiciousness, yellow/gold for prosperity) as well as globalization and urbanization especially among younger consumers, and young consumers exposed to global brands. Whether or not Indian digital natives of India have their existing traditional associations or are adopting globalized meanings because of this are still in the experimental phase remains an empirical enigma. Moreover, it needs further study on the moderating role of culture and colour's role as a standalone brand memory cue. The research theoretically contributes to cross-cultural validity testing of colour psychology principles, examining mechanisms of moderating culture and confirming dual coding theory in branding context. In terms of practice, it provides brand managers across India with empirical information for targeting Indian consumers, identifies important colour-emotion associations, detects culturally influenced consumer segments, and confirms strategic value of colour in the allocation of branding capitalization.

2. Research Methodology

Data were quantitatively analyzed in Jamovi in order to conduct the cross-sectional survey on colour psychology's effect on brand recognition, emotional association and purchase intention. A majority of the sample consists of urban Indian consumers aged 18-35 years who are also the key target consumers of primary consumers having independent purchasing power and being digital natives with broad digital exposure to brands. Data were collected through a structured self-administered online questionnaire circulated across different social media. The convenience sampling from different platforms after data cleaning produced a sample size of 127 respondents. The 3 main sample sub-groups are the Traditional Indian, Modern Urban Indian and Mixed Indian-Western respondents. This sample consists of male and female respondents from different professional backgrounds including students, working professionals and entrepreneurs.

3. Review of Literature

1. **Kakembo (2025)** in the extensive analysis article in the Eurasian Experiment Journal of Arts and Management provides a theoretical logic for the application of psychology of color in marketing and design. It provides a systematic literature review focusing on the previous research so as to build an integrated model for which color perception can influence consumer behavior, decision making process and emotional reaction to advertising related stimuli. The significance of Kakembo's interdisciplinary work, is especially valuable at this point, because psychology, marketing, neuroscience, and design theory are applied to constructing a global image of the influence of color. The study uncovers the main psychological mechanisms of color effect on consumer cognition, including attention, emotional priming and those at the memory encoding level. These findings have demonstrated the association between color preferences and observable consumer behavior, thus

constituting an evidence-based repertoire of colour practice that can be put into place by marketers in various marketing situations and cultures.

2. **Shagyrov and Shamoi (2024)** from Kazakh-British Technical University delivered detailed study on emotion-based colour palette development particularly for marketing applications. Their research methodically examines the role of colour combinations and not just hues in the formation of different emotional atmospheres that can affect the consumer behaviour and brand perception. The research methodology implies a thorough testing of the colour palette combinations with different demographic groups, the assessment of emotional reactions, the degree of brand association, and the difference in purchase intent. Their findings show that the palette can be strategically constructed to significantly enhance the effectiveness of marketing with the visual presentation being used to align with the intended emotional reaction. The study provides practical models which can be adopted by the marketers when designing colour schemes that are consistent in their capacity to arouse intended emotional states. Instead of single-color schemes, the study also examines the interaction that defines multi-colour presentations.
3. **Gupta and Dingliwal (2023)** observe colour's role in establishing brand name and perception of the consumer published in Ramanujan International Journal of Business and Research. The study they conduct is narrowed down to the role of color selection in the development of brand identity and consumer perception development. The methodology of the study is a longitudinal research of brand colour modifications and brand associations, loyalty, and purchase intention. Their results indicate that coherent use of colour in brand touchpoints is very much associated with brand recognition and consumer confidence whereas brand credibility and consumer confidence are negatively affected by colour inconsistency. The study offers feasible recommendations on how to ensure colour consistency across various marketing mediums and touchpoints and at the same time provide tactical colour variations in support of campaign goals.
4. **Kumar (2017)** conducted one diagnostic research the research on the impact of colour psychology on consumer buying behaviour, published in Ushus - Journal of Business Management, which gives a detailed study of the psychological processes that relate the perception of colour to consumer buying behaviour. The study uses diagnostic tools to find out channels through which colours affect consumer behaviour, both conscious and unconscious reactions to colour stimuli in commercial settings. The research of Kumar shows that the process of colour perception, emotional reaction and buying behaviour are interrelated in a very complicated way, proving the idea that the effects of colours work through a variety of psychological channels at once. The diagnostic method offers information about individual differences in colour psychology effects and how marketers can learn to appreciate why some colours do not affect all consumer segments in the same way. This study is a great source of empirical evidence regarding the effectiveness of colour psychology besides offering practical guidelines in the application of colour-based marketing measures.
5. **Cunningham (2017)** evaluates strategic importance of colour research in brand development, published in the Open Journal of Social Sciences, which looks at how colour research can be systematically performed to increase the effectiveness of brand strategy and brand strategy return on investment. The study explores the economic gains of investing on colour psychology research when developing a brand, and processes and showed measurable brand recognition, consumer engagement and market performance improvements. Cunningham's approach is based on comparing brands that have applied systematic colour research to brands that have relied on intuitive or aesthetic colour

decisions and showed up with very significant performance differences across a range of metrics. The research presents strong arguments to the business usefulness of colour psychology studies, with costs, benefits, and implementation models of organizations planning to make investments in colour research facilities.

6. **Elliot (2015)** suggests the overview of colour and psychological functioning studies published in Frontiers in Psychology summarizes both theoretical models and empirical data that have been found in the vast colour psychology literature. This survey provides conceptual bases for understanding colour's effects on the human psychology, exploring neurological, cognitive and behavioural pathways of colour effects on human behaviour. Elliot's work gives essential theoretical basis for marketing use by revealing the basic psychological mechanisms that make colour psychology work in business environments. The review focuses on cross-cultural differences, individual differences, and contextual variables that mediate the effects of colour psychology, which provides information about when and how colour psychology principles have the best chance of success. This theory assists marketing professionals to know more than what colours do, but why they work, more advanced and efficient development of colour strategy.
7. **Labrecque and Milne (2010)** published seminal work in the Journal of the Academy of Marketing Science that laid down some basic concepts of how certain colours can be linked to marketing effects, especially the role of red as a sign of excitement and blue as an indicator of competence. Their study gives empirical premises to the knowledge of how individual colours possess individual psychological implications which directly affect the perception of the consumer of brands, products, and services. The research methodology involved the use of various experimental studies that gauged the consumer reaction to different colour manipulated marketing materials in different product categories and demographic segmentation. Their results prove that colour preferences have a great impact on the consumer attitude towards brand personality and product quality as well as desirability of purchasing it, proving direct causal links between colour choice and marketing success. The study has remained a kind of staple source of reference by marketing experts in need of evidence-based colour approaches.

4. Research Objectives

Primary Objective:

To assess the influence of colour psychology on brand recognition, emotional associations, and purchase intentions.

Specific Objectives:

- To study the interdependence of specific colours with consumer emotional reactions toward branded items.
- To analyse the moderating effect of cultural background on colour-brand associations.
- To ascertain the role of colour as more influential than other branding elements in brand recall and recognition.

5. Data Analysis and Interpretation

Objective 1 - To study the interdependence of specific colours with consumer emotional reactions toward branded items.

ANALYSIS 1.1

Table 1.1 Descriptive Statistics – Colour Awareness Items

Descriptives					
	Q5. Colour is the first thing I notice about a brand's logo or packaging.	**Q6. I pay attention to colours when making purchase decisions.**	**Q7. Colour influences my first impression of a brand's quality.**	**Q8. I can easily remember brands by their signature colours.**	**Q9. A brand's colour affects my trust in that brand.**
N	127	127	127	127	127
Mean	3.61	3.7	3.38	4.07	2.69
Standard deviation	1.02	1.11	1.08	0.985	1.19

Across all measures, **respondents exhibited moderate to high levels of awareness** about the role of colour in brand perception. The strongest agreement here was colour-based brand recall (Q8; M = 4.07) which means high confidence in remembering the brands by their signature colours. Colour was an active player for purchase decisions (Q6; M = 3.70) and often the first factor to leap out in logos or packaging (Q5; M = 3.61). It was acknowledged that colour played a moderate but impactful role when it comes to perceived quality (Q7; M = 3.38), and least in relation to brand trust (Q9; M = 2.69), indicating trust is not dependent on colour but rather deeper characteristics of a brand. The moderate standard deviations (0.985–1.19) and the full use of the 5-point scale suggest a wide range of colour awareness among our sample, from high colour-conscious to less attentive consumers.

ANALYSIS 1.2

Table 1.2.1 Emotional Associations with Red

	Passion/Love	**Energy/Excitement**	**Danger/Warning**	**Power/Confidence**	**Urgency/Speed**
Red	53.50%	28.30%	49.60%	37.00%	9.40%

Table 1.2.2 Emotional Associations with Blue

	Trust/Reliability	**Calmness/Peace**	**Professionalism**	**Technology/Innovation**	**Cleanliness**
Blue	39.40%	61.40%	26.80%	34.60%	15.00%

Table 1.2.3 Emotional Associations with Green

	Nature/Environment	**Health/Wellness**	**Money/Wealth**	**Sustainability/Eco-friendly**	**Freshness**
Green	76.40%	33.10%	15.00%	59.10%	27.60%

Table 1.2.4 Emotional Associations with Yellow

	Happiness/Joy	Energy/Vitality	Caution/Warning	Youth/Playfulness	Optimism
Yellow	64.60%	32.30%	19.70%	41.70%	24.40%

In the analysis clear and theoretically consistent emotion–colour associations were discovered, matching well with traditional colour psychology.

Red was associated with **Passion/Love (53.5%)** and **Danger/Warning (49.6%)**, demonstrating its ambiguous psychological component of approach and avoidance colour. It also communicated power and excitement, explaining its effectiveness in emotionally intense or alert environments of branding.

Blue was most strongly associated with **Calmness/Peace (61.4%)** and **Trust/Reliability (39.4%)**, which explains its high usage in corporate, financial, healthcare and technology branding. Its connotation towards **technology (34.6%)** indicates the new type of brand-building based on traditional meanings.

Green had the most powerful and strongest single relationship to **Nature/Environment (76.4%)** followed by **Sustainability (59.1%)**, confirming that it was the most semantically clear colour. This underlies its supremacy within eco-friendly and health branding and indicates that the **low money/wealth association (15%)** it carries indicates a revolution in recent Indian consumer perception.

Yellow was mainly related with **Happiness/Joy (64.6%)** and Youth/Playfulness **(41.7%)**, giving it an optimistic, energetic colour. Its implication of caution was found, but secondary, setting it apart slightly compared to red's more explicit warning connotations. Collectively, red represents intensity, blue trust and calm, green environmental meaning, yellow joy and optimism, suggesting that colours carry unique, culturally shared emotional meanings that brands can exploit strategically.

ANALYSIS 1.3

Table 1.3 Correlation Analysis between Colour Awareness and Purchase Intention

Correlation Matrix			
		ColourAwareness	PurchaseIntention
ColourAwareness	Pearson's r	—	
	Df	—	
	p-value	—	
PurchaseIntention	Pearson's r	0.360***	—
	Df	125	—
	p-value	<.001	—
Note. * p < .05, ** p < .01, *** p < .001			

The correlation analysis demonstrated a **moderate, significant positive effect** of overall colour awareness on purchase intention. Accordingly, respondents with higher awareness about colour's impact on brand perception are more likely to claim that colour impacts their purchase intentions. It gives a **moderate effect size** (Cohen, 1988) and explains about **13% of the variance**, hence confirming that colour awareness has behavioural importance beyond perception and recall. Although colour has a meaningful effect on purchase intention, moderate strength indicates that it combines with other constructs such as price, characteristics of product, brand reputation and so on. Consequently, the results corroborate our assumption that colour-conscious consumers are more sensitive to colour whilst considering purchase intentions, underscoring the strategic importance of colour in marketing.

Objective 2 - To analyse the moderating effect of cultural background on colour-brand associations.

ANALYSIS 2.1

Table 2.1 Chi-square Test – Cultural group and Colour Preference

χ^2 Tests			
	Value	Df	p
χ^2	9.06	12	0.697
χ^2 continuity correction	9.06	12	0.697
N	127		

A chi-square test revealed **no significant correlation** between cultural backgrounds and prosperity colour preference, indicating that any differences are likely due to chance. By all groups, **Yellow/Gold** was the most dominant prosperity colour overall (54.3%), followed by Green (20.5%), White (15.7%), Red (6.3%), and Other (3.1%). The preference remained consistent among Traditional Indian, Modern Urban Indian, and Mixed Indian-Western respondents. There were some minor differences in descriptive variation: a more dispersed preference for Traditional Indian respondents and a stronger preference towards Yellow/Gold for Modern Urban and Mixed groups, but these were not significant. The non-significant outcome is probably because there is broad agreement around Yellow/Gold and the fact that cultural norms in contemporary India converge, as well as the pan-Indian symbolic representation of gold correlating with prosperity. In general, results indicate that prosperity–colour associations are largely shared across cultures in the present sample, but Yellow/Gold acts as a pan-cultural symbol of prosperity in the Indian context.

ANALYSIS 2.2

Table 2.2 Correlation Analysis between Colour Appropriateness and Purchase Intention by Cultural Groups

	Pearson's r	df	p-value
Traditional Indian	-0.023	42	0.884
Modern Indian	0.492	20	0.02
Mixed Indian	0.071	57	0.595

Pearson correlations by cultural group indicated selective cultural moderation in the relationship between perceived colour appropriateness and purchase intention. There was no significant relationship for Traditional Indian and Mixed Indian-Western respondents. Modern Urban Indian respondents had a moderate, statistically significant positive correlation with perceived colour-category appropriateness, suggesting a moderate influence on their purchase intentions. As one might expect, Modern Urban consumers appear to focus on colour-category congruity above all others, using it as a cue for design quality, professionalism, or brand credibility, whereas the Traditional and Mixed groups tend to stress functional or non-aesthetic factors. Nonetheless, due to the uneven distribution and the small subgroup sizes, interpretation is more cautious, especially in the Modern Urban group (n = 22). Collectively, the results show that the behavioural significance of colour appropriateness is moderated by cultural orientation, with greater efficacy for more modern, aesthetically attuned consumers.

Objective 3 - To ascertain the role of colour as more influential than other branding elements in brand recall and recognition.

ANALYSIS 3.1

Table 3.1 Brand Recall by Colour

	Brand Recall	
	Valid Brand	**Invalid Brand**
Red	95.30%	4.70%
Blue	92.10%	7.90%
Green	81.90%	18.10%
Yellow	87.40%	12.60%

Results showed that success rates for a high brand recall when using colour cues (receiving just one colour cue) were **81.9%-95.3%**, demonstrating that colour is a strong single memory boost. The highest recall rate occurred with Red (95.3%), followed by Blue (92.1%), Yellow (87.4%) and Green (81.9%). The superior performance of Red and Blue reflects their ubiquitous nature among global and Indian brands and their strong psychological salience; red emphasizes attention and its intensity, and blue communicates professionalism and trust. Yellow also showed high but less general recall and green's relatively low recall rate indicates more category-specific rather than universal associations, despite it being a preferred agent in environmental branding. In general, the results confirm colour as the central variable in brand identity and consumer memory, thus providing evidence for dual coding theory of brand visualisation and verbal brand recall.

ANALYSIS 3.2

Table 3.2 Frequency – Total Recall

Descriptives	
	TotallRecall
Mean	3.57
Median	4
Standard deviation	0.822

The total recall measure revealed outstanding brand recall, with a mean of 3.57 (SD = 0.822) and a median of 4, showing that at least half of the respondents had perfect recall of all four colours. Participants successfully remembered brands on average for 89.25% of colour cues, with most errors limited to a single colour. The negatively skewed distribution (most of the respondents having 3 or 4 as the average score) is consistent with high-level recall on all colours since the high individual colour recall rates are consistent. These results offer good evidence that colour acts as an efficient independent memory retrieval cue for brand information in long-term memory. The findings are consistent with dual coding theory, which suggests that visual colour cues provide a robust bidirectional relationship with verbal brand recall and do support their validity and validate respondents' self-reported confidence in recalling brand identification from the signature colours. In general, the associations between colour and a brand can be found as meaningful, easily accessible and trustworthy resources of consumer brand identity.

ANALYSIS 3.3

Table 3.3 Correlation Analysis – Self-reported Colour Memory and Actual Brand Recall

Correlation Matrix

		Q8. I can easily remember brands by their signature colours.	TotallRe-call
Q8. I can easily remember brands by their signature colours.	Pear-son's r	—	
	Df	—	
	p-value	—	
TotallRecall	Pear-son's r	0.077	—
	Df	125	—
	p-value	0.387	—

Correlation analysis demonstrated **no significant link** between self-reported colour memory ability and the actual brand recall performance. This near-zero correlation suggests a metacognitive discrepancy, as respondents' confidence in remembering brands by colour does not reliably predict objective recall performance. This disconnect is probably driven by a ceiling effect (overall recall = 89.25%), minimising variability in performance, as well as self-report biases and the distinction between conscious self-assessment and automatic, implicit colour–brand associations. This finding highlights the limitations of self-reported measures and underscores the value of behavioural recall tasks in brand research.

FINAL SUMMARY ANALYSIS

Table 4.1 Model Summary – Multiple Regression on Purchase Intention

Model Fit Measures							
				Overall Model Test			
Model	R	R^2	Ad-justed R^2	F	df1	df2	p
1	0.39	0.152	0.124	5.47	4	122	<.001
Note. Models estimated using sample size of N=127							

Table 4.2 Regression Coefficients – Purchase Intention

Model Coefficients – PurchaseIntention									
			95% Confidence Interval					95% Confidence Interval	
Predictor	Esti-mate	SE	Lower	Upper	t	p	Stand. Esti-mate	Lower	Upper
Intercept	1.7767	0.6044	0.58	2.9732	2.94	0.004			
ColourA-wareness	0.4459	0.104	0.24	0.6517	4.288	<.001	0.3589	0.193	0.5246
Colour Appro-priate-ness	-0.0647	0.0649	-0.193	0.0639	-0.996	0.321	-0.0837	-0.25	0.0827

Q1. Age – Coded	-0.136	0.1136	-0.361	0.0888	-1.198	0.233	-0.1014	-0.269	0.0662
Q2. Gender - Coded	0.105	0.1668	-0.225	0.4352	0.63	0.53	0.0535	-0.115	0.2219

Statistically significant multiple linear regression predicting purchase intention in respect of Colour Awareness, Colour Appropriateness, Age, and Gender was found explaining **15.2% of the variance** in purchase intention. This variance is meaningful for consumer behaviour research, where purchase decisions are informed by a multitude of variables. There is only a moderate positive effect: the higher awareness of the influence of colour on branding, the higher the purchase intention influenced by it. The 95% CI here is positive excluding zero which confirms strong population-level and practical significance. Technology colour appropriateness, Age, and Gender were non-significant predictors, therefore indicating that general colour awareness—rather than category-specific colour judgments or demographics—drives colour-based purchase intentions.

In general, the results demonstrate the clear behavioural relevance of colour awareness, which strengthens the strategic significance of colour in shaping consumers' purchase decisions.

6. Limitations

The findings of this study must be interpreted within various methodological and conceptual constraints:

1. **Limitations of Sampling:** Online convenience sampling limits generalizability beyond digitally accessible and educated urban populations. We are restricting the age to 18-35 as the only cohort-specific respondents, but this does not account for older consumers with differing brand exposure histories. The representation of culture is highly unbalanced (46.5% Mixed, 34.6% Traditional, 17.3% Modern Urban), limiting the statistical power to carry out cultural comparisons.
2. **Measurement Limitations:** Self-report approaches might rely on social desirability bias and reduced self-awareness. The observed metacognitive gap corroborates that self-reported colour memory does not predict the performance level in this task, calling into question the validity of other self-reports. Purchase intentions quantify stated willingness, not actual behaviour; the intention-behaviour gap indicates that actual purchases may not result from stated intentions. Online survey administration involved disparate displays of devices (different screens, calibrations, brightness) when completing the survey, introducing colour perceptual bias. Open-ended recall coding of brand recall data required subjective judgment on the "valid" brands.
3. **Contextual limitations:** It was limited to four product categories under investigation; findings may apply only to a limited range of products. Unmeasured differences in brand exposure, geographic location, socioeconomic status, and media consumption may be factors influencing colour-brand associations. Cross-sectional data cannot determine stability; colour–emotion relationships may change, with the arrival of new brands or broader cultural trends. The study studies colour alone, but true branding is the way colour interacts with shape, typography, imagery, messaging. Colour effects can differ by product, by usage situation, and between individuals who are not sensitive to colour in this work.

7. Conclusion

Here, we investigated the influence of colour psychology on brand recognition, and emotional associations

as well as purchase intentions among young Indian consumers, which represents a lack of research based on colour psychology specifically from non-Western cultural contexts. Leveraging data from 127 participants (aged 18–35) the results offer compelling empirical justification that colour has a complex and behaviourally relevant effect on branding. Findings reaffirm that colours embody culturally and emotionally specific labels in the Indian setting: red signifies passion/threat, blue reflects calmness/trust, green is closely correlated to nature/sustainability and yellow suggests happiness/optimism with yellow/gold serving as a powerful symbol for prosperity. While these patterns support established theory, they do however also illuminate culture-specific distinctions. Colour was an extraordinarily effective brand memory stimuli, with 81.9–95.3 percent recall based on colour reminders alone, consistent with dual coding theory and emphasizing the crucial importance of colour within identity. Red and blue proved to be the most powerful of the memory anchors, owing to both the psychological relevance as well as the brand presence. It is noteworthy that colour awareness is a powerful predictor of purchase intention ($r = 0.360$, $p < .001$). According to a regression analysis colour awareness was found to be the main predictor of colour-based purchasing and explanation for 15.2% of variance irrespective of age or gender. This verifies the effectiveness of colour awareness by providing meaningful behavioural impact but also the fact that colour awareness works with other purchase determinants. Cultural effects were not universal, but selective. However, the pan-Indian consensus on associations of prosperity colours to purchasing intentions was found whereas the influence of colour appropriateness largely affected purchase intentions among Modern Urban consumers indicating that modernisation and aesthetic orientation may amplify colour psychology effects. Moreover, the lack of correlation of self-reported colour recall with recall performance suggests a metacognitive divide, which further suggests the inadequacy of self-report data and the need for objective behavioural assessments in branding studies. In sum, the study shows that colour is a strategically important, emotionally anchored, and culturally adapted aspect of branding for modern Indian people.

References

1. Kakembo, J. (2025). Color psychology in marketing and design: A theoretical framework. Eurasian Experiment Journal of Arts and Management, 3(1), 12-29.
2. Shagyrov, A., & Shamoi, P. (2024). Emotion-based color palette development for marketing applications. Journal of Marketing Research and Applications, 12(1), 78-95.
3. Gupta, S., & Dingliwal, N. (2023). Color's role in establishing brand name and perception of the consumer. Ramanujan International Journal of Business and Research, 8(2), 45-58.
4. Cunningham, S. J. (2017). The strategic importance of color research in brand development. Open Journal of Social Sciences, 5, 85-102.
5. Kumar, S. (2017). Impact of color psychology on consumer buying behavior. Ushus - Journal of Business Management, 16(3), 1-16.
6. Elliot, A. J. (2015). Color and psychological functioning: A review of theoretical and empirical work. Frontiers in Psychology, 6, 368.
7. Labrecque, L. I., & Milne, G. R. (2010). Exciting red and competent blue: The importance of color in marketing. Journal of the Academy of Marketing Science, 40(5), 711-727.
8. The jamovi project (2025). jamovi. (Version 2.7) [Computer Software]. Retrieved from https://www.jamovi.org.